

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Please see candidate's website (www.deborahross.com)

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Deborah Ross for US Senate

PO Box 28258
Raleigh, NC 27611

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Jonathan Bray

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Deborah Ross for US Senate

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Jonathan Bray

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

9/27/16 [Signature] 803-429-8170
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

Deborah Ross for Senate



From: Jennifer Hart
 Phone: (336) 387-7199
 Email: jhart@entercom.com
 9/29/2016 2:51 PM

Flight Dates: 10/03/2016 - 10/09/2016
 Demo: P 18+ Ethnic = Black

Radio Market: GREENSBORO-WINSTON-SALEM-HIGH POINT
 Survey: SEP16 / AUG16 / JUL16
 Geography: Metro

	Daypart	Notes	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency
Radio Total			48		\$87.29	\$4,670.00	2.4%	\$40.75	116.2	100%	100%	48.6%	125,200	2.4
WEAL-AM			8		\$25.00	\$200.00	0.0%	\$0.00	0.0	0%	4%	0.2%	600	1.3
Flight A - 1 wk (10/03)			8		\$25.00	\$200.00	0.0%	\$0.00	0.0	0%	4%	0.2%	600	1.3
One Week Total			8		\$25.00	\$200.00	0.0%	\$0.00	0.0	0%	4%	0.2%	600	1.3
	M-F 7A-6P	AM Gospel	8	5:00	\$25.00	\$200.00	0.0%	\$0.00	0.0	0%	100%	0.2%	600	1.3
WJMR-FM			20		\$112.00	\$2,240.00	2.6%	\$43.58	51.4	44%	48%	27.8%	70,100	1.9
Flight A - 1 wk (10/03)			20		\$112.00	\$2,240.00	2.6%	\$43.58	51.4	44%	48%	27.8%	70,100	1.9
One Week Total			20		\$112.00	\$2,240.00	2.6%	\$43.58	51.4	44%	48%	27.8%	70,100	1.9
	M-F 6A-10A	Rhythmic CHR	4	5:00	\$155.00	\$620.00	1.9%	\$81.58	7.6	15%	28%	8.3%	16,000	1.2
	M-F 10A-3P		4	5:00	\$150.00	\$600.00	2.5%	\$60.00	10.0	19%	27%	8.4%	21,200	1.2
	M-F 3P-7P		4	5:00	\$165.00	\$660.00	3.0%	\$42.51	15.6	30%	29%	12.2%	30,700	1.3
	M-F 7P-12M		4	5:00	\$50.00	\$200.00	2.3%	\$21.74	9.2	16%	8%	7.7%	18,500	1.2
	Sa 6A-7P		2	5:00	\$50.00	\$100.00	2.6%	\$18.23	5.2	10%	4%	4.7%	11,900	1.1
	Su 6A-7P		2	5:00	\$30.00	\$60.00	1.0%	\$15.79	3.6	7%	3%	3.6%	9,000	1.1
WQMG-FM			20		\$111.50	\$2,230.00	3.2%	\$34.41	64.8	56%	48%	34.8%	87,600	1.9
Flight A - 1 wk (10/03)			20		\$111.50	\$2,230.00	3.2%	\$34.41	64.8	56%	48%	34.8%	87,600	1.9
One Week Total			20		\$111.50	\$2,230.00	3.2%	\$34.41	64.8	56%	48%	34.8%	87,600	1.9
	M-F 6A-10A	Urban AC	4	5:00	\$155.00	\$620.00	3.1%	\$80.00	12.4	19%	28%	9.5%	24,100	1.3
	M-F 10A-3P		4	5:00	\$160.00	\$640.00	3.6%	\$41.67	14.4	22%	27%	11.6%	29,300	1.2
	M-F 3P-7P		4	5:00	\$165.00	\$660.00	3.0%	\$43.42	15.2	23%	30%	12.0%	30,300	1.3
	M-F 7P-12M		4	5:00	\$50.00	\$200.00	2.1%	\$23.81	8.4	13%	9%	7.3%	18,500	1.2
	Sa 6A-7P		2	5:00	\$45.00	\$90.00	4.0%	\$11.25	8.0	12%	4%	7.0%	17,000	1.1

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: GREENSBORO-WINSTON-SALEM-HIGH POINT; SEP16 / AUG16 / JUL16; Metro; Multiple Dayparts Used; P 18+; Socioeconomic Criteria Used; See Detailed Sourcing Page for Complete Details.

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Original Receipt
 9/29/16

Deborah Ross for Senate

TAPSCAN

From: Jennifer Hart
 Phone: (336) 387-7190
 Email: jhart@entercom.com
 9/29/2016 2:51 PM

	Daypart	Notes	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency
WQMG-FM (continued)														
	Su 6A-7P		2	60	\$30.00	\$60.00	3.2%	\$9.38	6.4	10%	3%	5.7%	14,300	1.1

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: GREENSBORO-WINSTON-SALEM-HIGH POINT; SEP16 / AUG16 / JUL16; Metro; Multiple Dayparts Used; P 18+; Socioeconomic Criteria Used; See Detailed Scheduling Page for Complete Details.

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Deborah Ross for Senate



From: Jennifer Hart
 Phone: (336) 387-7198
 Email: jhart@entercom.com
 9/29/2016 2:51 PM

Schedule Grand Totals: 1 Week

Stations	Spots	Unit Rate	Total Cost	Average Rating	GPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency
Radio Total	49	\$97.29	\$4,670.00	2.4%	\$46.19	116.2	100%	100%	49.6%	125,200	2.4
WEAL-AM	8	\$25.00	\$200.00	0.6%	\$0.00	0.0	0%	4%	0.2%	600	1.3
WJMH-FM	20	\$112.00	\$2,240.00	2.6%	\$43.58	51.4	44%	48%	27.8%	70,100	1.9
WOMG-FM	20	\$111.50	\$2,230.00	3.2%	\$34.41	64.8	56%	48%	34.8%	87,900	1.9

Accepted by Station

9/29/16
 Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: GREENSBORO-WINSTON-SALEM-HIGH POINT; SEP16 / AUG16 / JUL16; Metro; Multiple Dayparts Used; P 18+; Socioeconomic Criteria Used; See Detailed Sourcing Page for Complete Details.

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Detailed Sourcing Summary

Radio Market: GREENSBORO-WINSTON-SALEM-HIGH POINT

Survey: Average of Nielsen Radio September 2016, Nielsen Radio August 2016, Nielsen Radio July 2016

Geography: Metro

Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Socioeconomic	Population		Intab	
		Avg Daily	Avg Weekly	Avg Daily	Avg Weekly
Adults 18+ (Primary)	Ethnic = Black	252,600	252,600	213	180

Stations: User Selected

Additional

Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist and an Average Weekly Cume Rating of at least .495 during the Monday - Sunday 5am - Midnight daypart for the survey period.

PPM estimates are derived from the PPM technology and methodology and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.nielsen.com/mediaratingcouncil/accredited_services_markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<http://rate.kru.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://otomark.nielsen.com/secure/PP62016SEP0106/ta/SpecialNotices.pdf>

<https://otomark.nielsen.com/secure/PP62016AUG0106/ta/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/PP62016JUL0106/ta/SpecialNotices.pdf>

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